

ORDER



Orders
Order / Rev: 713395 - 1
Alt Order #: 06310725
Product Desc: Flight 10/18-10/24, 2012 PATON FOR C
Estimate:
Flight Dates: 10/18/12 - 10/24/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Paton,J/ R / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	64	\$44,650.00	\$37,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	64	\$44,650.00	\$37,952.50	0.00
Totals	64	\$44,650.00	\$37,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/18/12	10/24/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	7	\$1,400.00	P-2	0.00	NM	7	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/18/12	10/24/12	MTWTFSS		7			\$1,400.00			0.00			
2	KPNX	10/18/12	10/24/12	M-F 530-6a 12 News Today	CM	530-6a	-TWT---	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/18/12	10/24/12	-TWT---		3			\$175.00			0.00			
3	KPNX	10/18/12	10/24/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/18/12	10/24/12	MTWTF--		5			\$450.00			0.00			
4	KPNX	10/18/12	10/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	22222--	:30	10	\$550.00	P-2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/18/12	10/24/12	22222--		10			\$550.00			0.00			
5	KPNX	10/18/12	10/24/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/18/12	10/24/12	MTWTF--		5			\$225.00			0.00			
6	KPNX	10/18/12	10/24/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 713395 - 1
 Alt Order #: 06310725
 Flight Dates: 10/18/12 - 10/24/12

Advertiser: Paton,J/ R / Congress
 Product Desc: Flight 10/18-10/24, 2012 PATON FOR C
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/18/12	10/24/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/18/12	10/24/12	MTWTF--		5				\$300.00		0.00			
7	KPNX	10/18/12	10/24/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/18/12	10/24/12	MTWTF--		5				\$450.00		0.00			
8	KPNX	10/18/12	10/24/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	M-WT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/18/12	10/24/12	M-WT---		3				\$300.00		0.00			
9	KPNX	10/18/12	10/23/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	-T-TF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/18/12	10/24/12	-T-TF--		3				\$300.00		0.00			
10	KPNX	10/18/12	10/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/18/12	10/24/12	MTWTF--		5				\$450.00		0.00			
11	KPNX	10/19/12	10/24/12	NBC Nightly News NBC Nightly News	CM	Various	M-W-F--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/19/12	10/25/12	M-W-F--		3				\$1,500.00		0.00			
12	KPNX	10/18/12	10/24/12	M-F 6-630p 12 News 6pm no spots mon 10/22 d/ t debate	CM	6-630p	-TWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/18/12	10/24/12	-TWTF--		5				\$550.00		0.00			
13	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$250.00		0.00			
14	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:00 PM-6:30 PM)	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
15	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:30 PM-7:00 PM)	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
16	KPNX	10/21/12	10/21/12	Sun 8-10a 12 News Sun Today	CM	8-10a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$250.00		0.00			
17	KPNX	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season F	CM	Various	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$9,000.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	64	\$44,650.00

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